



WDAF-TV

ORDER

Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 /

Original Date / Revision
10/15/12 10/17/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product
MO-US SEN-TODD AKIN

Agency Com 15%
Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # 2906

Alt Order # 09842330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 35120

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	8780
KCWE	%	0
KMBC	25%	8780
KMCI	%	0
KPXE	%	0
KSHB	25%	8780
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$7,463.00	\$8,780.00	0.00	10/01/12	10/22/12	16	\$7,463.00	\$8,780.00
Totals	16	\$7,463.00	\$8,780.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
E 2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
E 3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00						



WDAF-TV

Print Date: 10/17/12

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Contract / Revision **583087** Flight Dates **10/17/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Akin/R/MO/US Senate**

Product **MO-US SEN-TODD AKIN**

Estimate # **2906**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	4	10/17/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00							
E 5	4	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	2		\$540.00		0.00							
E 8	4	10/17/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	3	\$800.00	3	0.00	NM	3	\$2,400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	3		\$800.00		0.00							
E 9	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00							
N 10	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00							
N 11	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	1		\$400.00		0.00							
														Totals	16	\$8,780.00



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Print Date 10/15/12 Page 1 of 2

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Rev Codes SP-POL CAN POL

Product Codes PL1Ba

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Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 29520

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	7380
KCWE	%	0
KMBC	25%	7380
KMCI	%	0
KPXE	%	0
KSHB	25%	7380
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	14	\$6,273.00	\$7,380.00	0.00	10/01/12	10/22/12	14	\$6,273.00	\$7,380.00
Totals	14	\$6,273.00	\$7,380.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
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NEWS															
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Week:		10/15/12	10/21/12	--WTF--	2		\$375.00		0.00						
E 2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	--WTF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	2		\$375.00		0.00						
E 3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--WTF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	2		\$400.00		0.00						

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														Spots	Amount
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<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> Week: 10/15/12 10/21/12 --WTF-- 2 \$400.00 0.00 </div>															
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<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> Week: 10/15/12 10/21/12 --WTF-- 2 \$540.00 0.00 </div>															
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Totals														14	\$7,380.00